

To: Young, Mark
From: Groll, A P.
Posted: 8/15/97 13:50
Opened: 8/20/97 13:50
Subject: WINSTON RELAUNCH W/Ws

Handwritten signature: M. Young
Handwritten initials: R

Dear Mark,

This week I worked with the following representatives:

ASR Henry Valderrama Worked with Valderamma and Reyes as they "crew-
R/R Vilma Reyes worked" Hoboken. It was apparent that they both fully
understood the "No Bull" concept when we pulled up
in front of the 1st call. At this point Reyes was in the
process of transforming the front of this busy deli into
a "No-Bull" billboard. Valderamma jumped in and
handled distribution, pricing and display as well as
the interior PDI change-over. Box styles were addressed,
consumers were contacted and by the end of the call
the "No-Bull" concept was loud and clear. The rest of
the day just got better! Hoboken is truly "wall to wall"
Winston country. ?

✓

All retailers contacted reported positive consumer
acceptance of new Winston. One or two said that
\$.40-off drove some customers to the old pack but
all reported the overall transition to be smooth.

One additional note: The condition of counter displays
observed upon entry was particularly impressive. All were
filled (most to capacity) with a combination of promoted and
unpromoted product. The "while supply lasts" message
seems to work well for Reyes and Valderrama.

While surveying Eastern Lobby locations in the World
Financial Center a store manager told me that he now
sells 5 cartons of Winston per week as compared to
1 carton prior to the relaunch. That this store sells only
65 cartons per week makes this increase more significant.

CC: Brown, Greg, Klein, John F.

51851 9475